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87 E I, II

අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2020
கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2020
General Certificate of Education (Ord. Level) Examination, 2020

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය I, II
 தொடர்பாடலும் ஊடகக் கல்வியும் I, II
Communication and Media Studies I, II

පැය තුනයි
 மூன்று மணித்தியாலம்
Three hours

අමතර කියවීමේ කාලය - මිනිත්තු 10 යි
 மேலதிக வாசிப்பு நேரம் - 10 நிமிடங்கள்
Additional Reading Time - 10 minutes

Use additional reading time to go through the question paper, select the questions and decide on the questions that you give priority in answering.

Communication and Media Studies I

Note :

- Answer *all* questions.
- In each of the questions from 1 to 40, pick one of the alternatives (1), (2), (3), (4) which is correct or most appropriate.
- Mark a cross (X) on the number corresponding to your choice in the answer sheet provided.
- Further instructions are given on the back of the answer sheet. Follow them carefully.

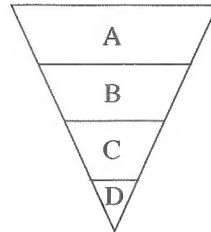
- Communication is a two way process. This means that
 - there should be a receiver in communication.
 - a feedback has not occurred.
 - communicator can also be the receiver.
 - noise is in a low level.
- A map belongs to
 - written, visual communication.
 - informal, visual communication.
 - non-verbal, formal communication.
 - formal, unwritten communication.
- The informal communication method through which one person communicates information to many people is
 - cluster chain.
 - single stand chain.
 - gossip chain.
 - probability chain.
- Communicating while interpreting belongs to
 - intra-personal communication.
 - interpersonal communication.
 - group communication.
 - mass communication.
- Grasping and understanding messages that somebody receives through his/ her five senses is
 - interpretation.
 - perception.
 - communication.
 - effect.
- A characteristic of the television medium is
 - meeting the communicator and the receiver face to face.
 - having a precise group of receivers.
 - presence of two way communication.
 - presenting common messages.

7. Imagine that you smiled because of a scene in a teledrama you were watching. What happened here was
(1) a direct motivation. (2) a feedback.
(3) a stimulative response. (4) a two way communication.
8. What is the article that establishes the right to receive and give information in the Universal Declaration of Human Rights?
(1) 15 (i) (2) 15 (ii) (3) 19 (4) 21
9. The news page of a newspaper is edited by
(1) the chief editor. (2) the deputy editor.
(3) a sub editor. (4) a staff reporter.
10. When newspapers are categorised as Tabloid and Broad sheet, it is based on
(1) the size of newspaper.
(2) the term of newspaper.
(3) the central subject of newspaper.
(4) the readership of newspaper.
11. Respecting all religions and nations, lawfulness, courtesy and franchise are directly relevant to
(1) human rights. (2) democracy. (3) citizenship. (4) racism.
12. The type of a television programme which is based on long term research is
(1) live commentary. (2) news programme.
(3) reality programme. (4) documentary programme.
13. When dealing with media messages, which of the following is **not** a feature of a critical receiver?
(1) Analysing the message
(2) Handling the message responsibly
(3) Incorporating the message to real life
(4) Identifying the objectives of creating the message
14. The type of radio programme that can be used as a live broadcast about a sports event held in your school is
(1) a news programme. (2) a documentary programme.
(3) an announcement. (4) a commentary.
15. An institute that directly intervenes when obtaining a license for establishing a television channel is
(1) Ministry of Mass Media.
(2) Telecommunication Regulatory Commission.
(3) Department of Government Information.
(4) Sri Lanka Telecom.
16. The success of media industry depends on the receiver's
(1) likes and dislikes. (2) customer value.
(3) reception of messages. (4) media literacy.
17. In comparison to newspaper and television, radio is unique because it,
(1) uses sound. (2) has less geographical obstacles.
(3) needs no literacy. (4) is individual centred.
18. An equipment that can be used to transmit a document with the official seal which is in your hand to a distant place quickly, is
(1) digital copier. (2) postal seal machine.
(3) electronic pager. (4) fax machine.

19. The Drama unit of your school has got an opportunity to create a teledrama to be telecast on Independence day. The suitable type of a teledrama for this purpose is

- (1) a performing drama. (2) a single episode drama.
(3) a variety drama. (4) a mega drama.

- Use the following model of inverted pyramid diagram to answer questions 20 to 22.



20. The detailed information about those who directly involved in a certain news item could be included in

- (1) A. (2) D. (3) B or C. (4) C or D.

21. As another important news was reported just before printing the newspaper, a part of the news item that included the detailed information had to be removed. The most suitable part to be removed is

- (1) A. (2) D. (3) B or C. (4) C or D.

22. This model is more suitable to report

- (1) hard news. (2) soft news. (3) sensitive news. (4) environmental news.

23. 'SFX - A sunday market' means

- (1) distant picture. (2) sound effect.
(3) editing guide. (4) communication noise.

24. The following are some statements about a newspaper.

- It was an editor owned newspaper.
- It was commenced in 1909.
- It was pioneered by Mr. H.S. Perera.

The newspaper relevant to the above statements is

- (1) Gnanartha Pradeepaya. (2) Sinhala Bauddhaya.
(3) Dinamina. (4) Lankalokaya.

25. Ravi needs to show a short film inside the classroom which was directed and composed music by himself. The equipment that should be used for this is

- (1) Over-Head Projector. (2) Slide Projector.
(3) Epidiascope. (4) Multimedia Projector.

26. Select the group of media owned only by state.

- (1) Rupavahini, Independent Television Network, Lankadeepa newspaper.
(2) National radio, Lakhanda radio, Island newspaper.
(3) Independent Television Network, Lakhanda radio, Lankadeepa newspaper.
(4) Rupavahini, Lakhanda radio, Silumina newspaper.

27. Which of the following is the most useful to maintain the continuity of make-up, costumes and set design when shooting a film?

- (1) editing (2) still photography
(3) role of the director (4) clarity of the script

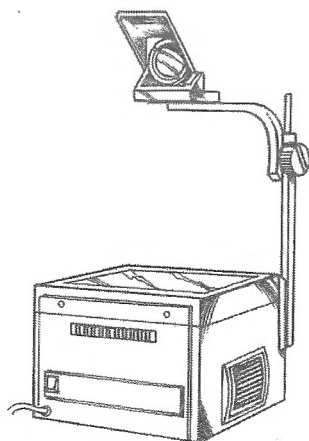
28. When reporting on television about the persons infected with Corona, media organizations have taken action not to reveal their identity. This has a direct relevance to

- (1) media ethics. (2) communication obstacles.
(3) controlling thoughts. (4) perception.

29. ISBN (International Standard Book Number) is given to a book published in Sri Lanka by
- (1) National Library and Documentation Service Board.
 - (2) Book Publishers' Society.
 - (3) Department of National Archives.
 - (4) Department of Library and Information Sciences.

30. The Royalty of a book is, receiving
- (1) half of the printed copies of books by the author.
 - (2) half of the amount of money earned after selling the book.
 - (3) a certain amount of money based on the number of copies printed.
 - (4) the ownership even after the death of the author.

31.



The above given is

- (1) a Slide Projector and it needs pre-preparation when using.
 - (2) an Over Head Projector and it needs transparency sheets.
 - (3) a Multimedia Projector and its lens can be focused.
 - (4) an Epidiascope and it can be operated by a remote controller.
32. Select the most suitable statement to introduce Chinese, Korean and Japanese letters.
- (1) have been evolved from pre-human languages.
 - (2) have been nurtured by the Western language roots.
 - (3) have been evolved as hieroglyphs and pictographs.
 - (4) have become written languages based on oral languages.
33. When transmitting a programme, less attention is given to geographical boundaries by
- (1) digital radio.
 - (2) web radio.
 - (3) community radio.
 - (4) FM radio.
34. Rama used newspapers and radio media more than cinema and television during his school vacation. He realized that many creative thoughts emerged during this time period. The reason for this is
- (1) imagination.
 - (2) comprehension.
 - (3) reusage.
 - (4) exaggeration.
35. An occasion that shows an indirect interference of the government towards the media activities is
- (1) controlling messages constitutionally at an emergency.
 - (2) imposing censorship in the instances against the acts of national security.
 - (3) presenting a code of ethics by the Sri Lanka Press Council.
 - (4) issuing licenses for media channels by the Sri Lanka Telecommunication Regulatory Commission.

36. The most suitable set of media that can be used to make the teaching-learning process a success with the risk of Corona pandemic is

- | | |
|------------------------------|-----------------------------|
| (1) newspaper and radio. | (2) radio and television. |
| (3) television and internet. | (4) newspaper and internet. |

37. Some turning points of communication history are as follows

- A - preparing an oral language
- B - inventing paper
- C - creating hieroglyphics
- D - creating the alphabet

The chronological order of the above is

- | | |
|--------------------|--------------------|
| (1) A, B, C and D. | (2) A, C, B and D. |
| (3) A, C, D and B. | (4) C, A, B and D. |

38. The following are some ideas about various information contained in a newspaper.

- A - Information is presented creatively by generating humour and sarcasm.
- B - It is written including influential information.
- C - It is a document from which the rhythm of the newspaper can be identified.

The formats relevant to the above statements are respectively

- | | |
|---|---|
| (1) cartoons, news and editorial. | (2) photographic reports, columns and news. |
| (3) feature articles, news and columns. | (4) cartoons, feature articles and editorial. |

39. A function that belongs to the exposing process of photography is

- (1) organising objects in the photo frame properly.
- (2) deciding what to be captured in the photograph.
- (3) focusing the lens on the object to be captured in the photograph
- (4) controlling the light by adjusting the aperture and shutter properly.

40. Consider the following statements.

- A - It changes the receiver's behaviour.
- B - It controls personal agenda.
- C - It controls receiver's thoughts and attitudes.
- D - It considers about receiver's responses.

Of the above statements, the impact of media towards receiver is indicated by

- | | |
|----------------------|----------------------|
| (1) A and B only. | (2) A, B and C only. |
| (3) B, C and D only. | (4) C and D only. |

* *

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 கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2020
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தொடர்பாடலும் ஊடகக் கல்வியும்	I, II
Communication and Media Studies	I, II

Communication and Media Studies II

* Answer five questions in all, including question No. 1 and four others.

* Question No. 1 carries 20 marks, and other questions carry 10 marks each.

- The struggle of a female journalist against social injustice is the story of an Indian teledrama dubbed into Sinhala which is being telecast.
 - What is the communication function expected from a teledrama?
 - If the above teledrama is produced with a low budget but having many episodes, what is the type of teledrama that it belongs to?
 - What is the way of indicating direct intervention of government, when telecasting foreign teledramas?
 - What is the main legal status that confirms the economical right and ethical right of a person who produces a drama similar to the above, locally?
 - A spectator thought of winning a prize by answering a question related to the teledrama. What is the type of communication this thought belongs to?
 - Watching the teledrama had to be stopped due to lightening. What kind of communication obstacle was this?
 - If a review of the creative characteristics of the teledrama was published in a newspaper, what is the format of that article?
 - After telecasting a teledrama, it is uploaded to social media within a short period of time. What is the term that can be used to explain this concept of the combination between mass media and social media?
 - Name two main types of sounds that can be used to convert the above teledrama into a radio drama.
 - What is the sociological concept that can be used, when studying the role of the female journalist in the above teledrama?
- A candidate should be quite concerned about media advertising during the election campaign.
 - When addressing the people, the candidate keeps eye contact with the group in front of him. What is the term used to describe this act?
 - Name two information based functions related to the media processing of an election office.
 - Briefly explain three facts that should be considered when taking a news photograph relevant to the election.
 - Explain with examples four strengths of using posters in an election.
- There is a close relationship between the newspaper and photographs.
 - Name two types of newspapers according to the term of publishing.
 - State two main features that should be in a photograph selected for a newspaper article.
 - Briefly describe three common features of contemporary electronic newspapers.
 - Explain separately four advantages of using still photographs in a newspaper.

4. In order to clarify the nature of communication, it is important to understand its types and forms.
- (i) What is the type of communication where the features such as common messages and an organized institution can be seen?
 - (ii) Mention **two** features that indicate the formality of a written language.
 - (iii) Briefly explain **three** factors that can be used to identify an effective document.
 - (iv) Compose an article to the magazine named 'Sandesha' on 'Four basic functions of communication'.
- 5.
- (i) What is the first private newspaper organization in Sri Lanka?
 - (ii) The establishment of local mass media was based on **two** types of Acts. What are they?
 - (iii) Briefly explain **three** advantages of using a multimedia projector at an awareness programme for the internal employees in a mass media institute.
 - (iv) Briefly and separately describe **two** necessities of using each of the following machines for internal activities in a mass media institute.
 - Day stamp machine
 - Official stamp machine
 - Postal stamp machine
 - Cash register
- 6.
- (i) Name a code of ethics related to print media in Sri Lanka.
 - (ii) State **two** methods that can be used to respond to an article published in a newspaper.
 - (iii) Explain **three** ways that new media differs from mass media.
 - (iv) Describe with examples, **two** ways of expressions that can be used in creative communication.
7. At an awareness programme about Covid 19 pandemic, the doctor delivered a meaningful speech using various language rhetorics and expressions.
- (i) What is the language type used by the doctor at the above verbal communication?
 - (ii) Name **two** parts relevant to a radio announcement specific to the above pandemic.
 - (iii) If you are participating in the above programme as an information collector about the pandemic, briefly describe **three** qualities that you should possess.
 - (iv) Describe **two** good and bad effects each that could happen due to watching television for long time by children as a result of the above condition.

* * *